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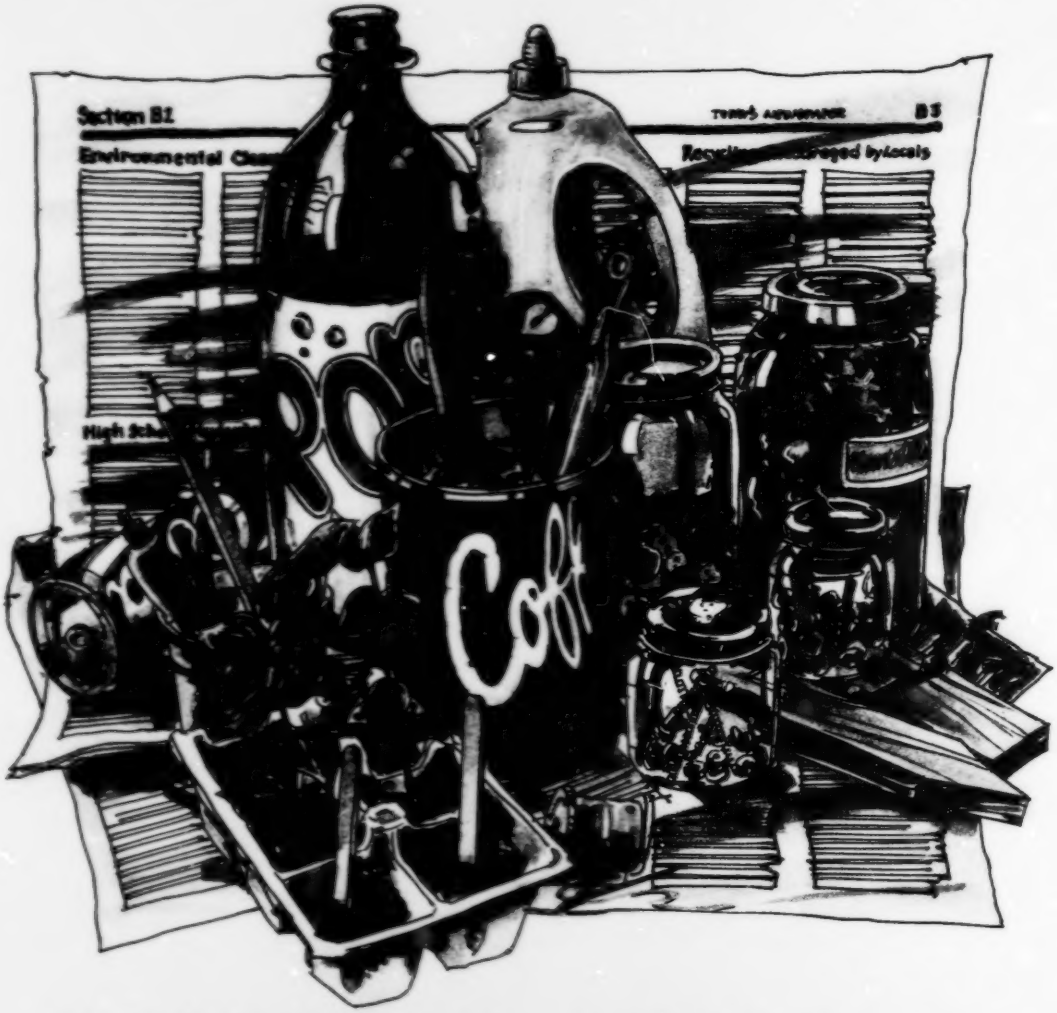

CHOOSE TO CONSERVE:

THE CONSUMER AND THE ENVIRONMENT

WHAT YOU CAN DO TO PROTECT THE ENVIRONMENT

91-02907/

ACKNOWLEDGEMENTS

In order to develop a realistic and practical education resource, Saskatchewan Consumer and Commercial Affairs has called on the assistance of a range of sources which are noted in the Bibliography.

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This publication has been printed on recycled paper.

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Canadians generate 1.8 kilograms (4 lbs.)
of household waste per capita per day

THE PROBLEM

Working Together To Protect Our Environment

People are becoming increasingly concerned for the environment and the fragile state of our planet. In the face of dire predictions, individuals, business and governments are searching for ways to contribute to solutions.

The 1970's heralded the warnings. The 1980's brought the realities. The 1990's will be the years of **action.**

The problem: an ailing planet no longer able to support the present consumption habits and environmental damage brought about by its five billion people.

In our search for progress, humans have set in motion several environmental trends that are now threatening our very existence:

— Six million hectares of once productive dryland are now desert;
— Acid rain is killing forests and lakes and is destroying our architectural heritage;
— Earth's temperature is getting dangerously warm due to the use of fossil fuels and the destruction of the rain forests;
— The protective ozone layer is breaking down, exposing the world to harmful solar radiation; and,
— The human food chain and our drinking water sources are being poisoned with chemicals.

The environmental crisis is no longer debatable. Both our generation and future generations have to deal with this fact. To help heal our ailing planet, governments, industry and individuals each have important roles to play. Our actions to protect and conserve our environment will have to include fundamental changes in our attitudes and practices.

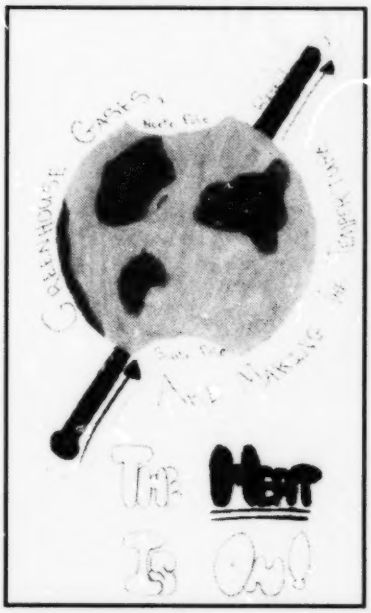
Some scientists don't give us much time — ten years at most. Ten years — a mere "blip" in the world's extraordinary history. But, possibly the most significant ten years in human history and survival.

What can you do?

One of the best things each of us can do to bring about positive change for the environment is to look at our consumer habits. Environmentally responsible consumers can make a major contribution to reversing the destruction facing our planet.

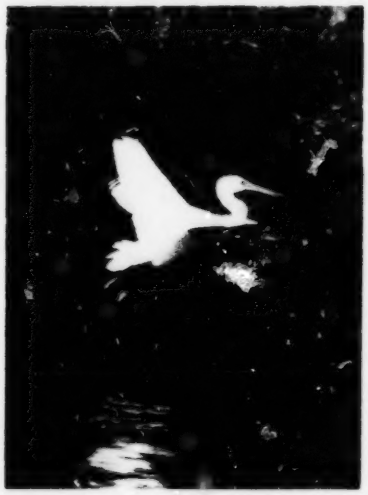
Choose To Conserve: The Consumer and the Environment has been developed as a self-help guide for consumers (individuals, students, families, and business people) to provide an introduction to the problem, information about what people are already doing, and some practical ideas as to what you can **do.** It is intended to provide motivation and suggestions to help people act in the present to gain control of the future.

"Awareness of the problem is, literally, the first step towards its cure" — Warner Troyer - Foreword, **The Canadian Green Consumer Guide.**



Mandy Greenwald
St. George School
Wilkie

"We are all at different levels of awareness and sensitivity to the environment, but whatever stage we're at, we must educate ourselves and get involved." — David Suzuki, **Inventing Our Future.**



Time To Listen: A Voice From the Past

"Every part of the earth is sacred to my people. Every shining pine needle, every sandy shore, every mist in the dark woods, every clearing and humming insect is holy in the memory and experience of my people."

"This we know: The earth does not belong to humans; humans belong to earth. This we know, all things are connected like the blood which unites one family. All things are connected."

"Whatever befalls the earth befalls the children of the earth. Humans did not weave the web of life; they are merely a strand in it. Whatever they do to the web, they do to themselves."

From a letter written in 1855 to U.S. President Franklin Pierce by Chief Seattle of the Duwamish people.

Your Decisions Will Make A Difference

Making the big decision to be "environmentally conscientious" depends a lot on how you picture your community, your province and your country. If your vision includes safe and stimulating communities, food for all, rolling productive grain fields, clean lakes, abundant fish and wildlife, picturesque mountains, and a beautiful Canada you have expressed values which depend upon your actions now.

Deciding to be an environmentally conscientious consumer means making considerable changes in your attitudes, values and habits, behaviour, and choices —your lifestyle. It means taking a look at everything you do and how you do it and deciding if changing your ways would be more caring to the environment.

Choosing to lead a life that is sensitive to the environment may involve some **tradeoffs.** You may decide to change, give up, or restrict your use of some modern conveniences that we have come to take for granted, such as electric can openers, power lawn mowers, air conditioners, aerosols, and throw away items like paper towels, plastic bags, and disposable diapers. A good place to begin is to take a close look at all the areas of your lifestyle and consider their impact on the environment.

Your plan to lead a more environmentally friendly life does not have to be too daunting. You can make a significant contribution by being a responsible consumer. For a start, you can avoid buying overpackaged products and explain why to stores. You can also take your grocery bags back to the store to pack your next groceries.

Whatever course of action you decide to take, your plan will be highly individual, depending on your circumstances, needs and values.

Consumers who "think globally and act locally", consider the global impact of their choices and act responsibly in personal, family and community decisions, have an added advantage. They save lots of money by reducing, reusing, recycling and recovering. (The Four R's of conservation)

GLOBAL CONCERNS REQUIRE LOCAL ACTION

The decisions, choices and changes each of us makes on our own, in our families and in our communities contribute to solving major global environmental problems. If we don't lend our efforts to the solution, however, our individual actions will continue to be part of the problem.

Current Global Problems Facing Earth

The Greenhouse Effect

The burning of fossil fuels and the burning of forests releases carbon dioxide. The accumulation of carbon dioxide in the atmosphere, along with certain other gases traps solar radiation near the earth's surface, causing global warming, or the **Greenhouse Effect.** The warming of Earth by an estimated 1.5 to 4.5 degrees Celsius over the next 50 years is expected to cause a 40 per cent decline in rain fall in North America's agricultural belt, a drastic fall in the water levels of the Great Lakes, rising sea levels, expansion of the world's deserts, and mass extinctions of plant and animal species

Ozone Layer

Located between 20 and 50 kilometres above the earth's surface is a layer of ozone that screens out harmful ultraviolet (UV) radiation from the sun. Excessive UV radiation adversely affects plant growth and is linked to all kinds of skin cancer and eye damage. A hole in the ozone layer over Antarctica was discovered in 1984; then in 1988 another hole was found over the Arctic.

These holes are being caused mainly by chlorofluorocarbons (CFCs) which are widely used in making such products as rigid foams used in insulation and packaging, drycleaning solvents, home refrigerators and freezers, air conditioners, and foam pillows and mattresses.

Acid Rain

Now a recognized problem in Canada, acid rain has wiped out fish from 4,500 lakes in Northern Europe. It is killing North America's sugar maple trees, and is destroying historical buildings throughout the industrialized world. Acid rain is caused by sulphur dioxide and nitrous oxides released into the air by heavy industry such as smelting and the burning of coal.

Toxic Waste

Some 75,000 chemicals are in everyday use with about 1,500 new ones entering the market each year. The incidence of major accidents involving toxic chemicals has grown. Chemical pollution has spread to every part of the planet. PCB's, banned for years, still show up in significant concentrations in food. Dioxins, some of the most lethal poisons ever created, are found in waste from paper-making processes. Many thousands of tons of spent fuel and waste have been generated by nuclear energy programs. Although these wastes will remain hazardously radioactive for hundreds of thousands of years, the problem of their disposal remains unsolved.

"The worst thing that can happen during the 1980's is not energy depletion, economic collapse, limited nuclear war, or conquest by a totalitarian government. As terrible as these catastrophes would be for us, they can be repaired within a few generations. The one process ongoing in the 1980's that will take millions of years to correct is the loss of genetic and species diversity by the destruction of natural habitats. This is the folly that our descendants are least likely to forgive us." — Professor Edward O. Wilson, Harvard University

Oceanic Pollution

The oceans, covering 70% of the earth's surface, are often regarded as the dumping grounds for our wastes. Increasingly, industrial, agricultural and domestic garbage and sewage, radioactive waste and oil spills are polluting the oceans — either by deliberate dumping, natural run-off from the land, or through the atmosphere.

Life on earth is heavily dependent on the oceans' resources. These resources are in jeopardy because of oceanic pollution.

Deforestation and Land Loss

Trees take in carbon dioxide and release oxygen into the atmosphere. The world's trees are very important in maintaining a healthy balance of gases in the air we breathe and in protecting Earth against global warming. The rain forests are among the world's richest and most diverse ecosystems, hosting a great variety of plant and animal life. Yet, the world's tropical forests are being destroyed at a rate of 11.3 million hectares per year or an area equal to 20 soccer fields every minute, and the rate is increasing.

More than one-third of the world's rain forests have been destroyed. Burning tropical rain forests contributes to the greenhouse effect and the levelling of highland rain forests causes devastating lowland flooding. In Canada, we cut an area of forest one quarter the size of Vancouver Island every year just to meet the demand for pulp and paper products.

Endangered Species

The world is facing a high rate of species loss. Biologists fear that out of an estimated 5 to 10 million species inhabiting the planet, between 500,000 and one million are endangered.

Habitat destruction is a major cause of species loss. Deforestation, urban/industrial development, agricultural use, pollution and global warming are contributing factors in habitat destruction.

A species of plant or animal, once extinct, is irreplaceable. This reduction of species diversity can have far-reaching consequences.

"We need to recognize that there is rarely such a thing as 'waste'; rather, there are materials that sometimes end up in the wrong place." — Gaia

Resource Depletion

The use of non-renewable resources such as fossil fuels and minerals reduces the amount available for future generations. Experts claim, for example, that at the present rate of consumption, **known** oil reserves will be depleted in 25 years.

Recycling and economical use of natural resources will help to ensure that a resource does not run out before an acceptable alternative can be found.

Landfills and Garbage

More garbage and less available land make landfills a less feasible solution to the waste disposal problem. Furthermore, landfills can be a hazard by contaminating water supplies, giving off toxic gases, as well as being unsightly.

Food Problems

The global population is increasing by 84 million people each year with an expected total of over 11 billion by the end of the decade. At the same time, the rate of growth of food production has been slowed down by such environmental problems as storms and droughts due to global warming and top soil erosion due to poor farming practices and deforestation. Hunger stalks almost a fifth of the world's people.

"The world could in the foreseeable future be living more or less hand to mouth, trying to make it from one harvest to the next" — Lester Brown, World Watch Institute.

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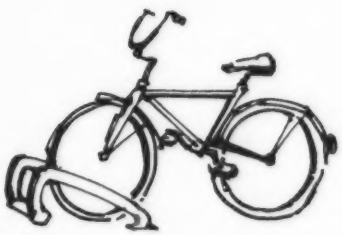
2. **Canadian Living,** January, 1989.
3. **Consumer Reports,** May, 1989.
4. **"Our Fragile Future",** Southam, Oct. 7/89.
5. **The Canadian Green Consumer Guide,** 1989.

Are Your Habits "Environmentally Friendly"?

This quiz will help you take a look at your present consumer habits and give you some ideas of changes you may want to make.



1. **I try to be aware of the effects my actions have on the environment, and to minimize destructive practices.**

   _____ a) yes
   _____ b) no
   _____ c) sometimes

2. **I take my own bags to the grocery store in which to carry my groceries home.**

   _____ a) yes
   _____ b) no
   _____ c) sometimes

3. **I avoid buying items with too much (wasteful) packaging whenever possible.**

   _____ a) yes
   _____ b) no
   _____ c) sometimes

4. **I travel to work:**

   _____ a) on foot or by bicycle
   _____ b) alone in my car
   _____ c) by public transit or carpool

5. **When buying beverages I choose:**

   _____ a) drinks in reusable bottles
   _____ b) drinks in disposable containers
   _____ c) drinks in recyclable cans

6. **During coffee break I:**

   _____ a) use my own mug all the time
   _____ b) use disposable cups all the time
   _____ c) sometimes use disposable cups

7. **Vegetable peelings and scraps in my house go:**

   _____ a) into the compost
   _____ b) into the garbage can
   _____ c) to feed the animals

8. **I use electric toothbrushes, can openers, knives, etc.**

   _____ a) never
   _____ b) often
   _____ c) occasionally

9. **I am careful to turn taps off tightly and ensure that there are no drips or leaks.**

   _____ a) always
   _____ b) never
   _____ c) sometimes

10. **I reuse paper bags and plastic and glass containers:**

    _____ a) all the time
    _____ b) never
    _____ c) sometimes

11. **I use the blank sides of printed or used paper for scratch pads, for children's art, etc.:**

    _____ a) always
    _____ b) never
    _____ c) when I think of it

12. **When clothes get worn out or outgrown, I:**

    _____ a) mend what can be repaired and/or send to the local thrift store
    _____ b) throw in the garbage
    _____ c) mend some, throw out some

13. **When shopping for clothing I:**

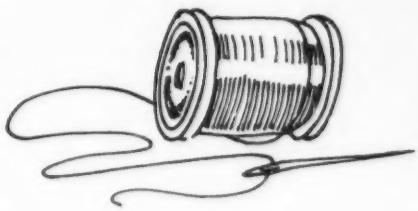
    _____ a) choose styles and fabrics that will last
    _____ b) choose the latest fashions that will probably be out of style next year
    _____ c) sometimes give in to impulse and buy fashions or fabrics I know won't last

14. **At Christmas and for birthdays, etc. I:**

_____ a) find alternatives to wrapping paper
_____ b) purchase new wrapping paper every year
_____ c) recycle used wrapping paper, but buy new when I have to

15. **I try to use nontoxic cleaning products in my home.**

_____ a) always
_____ b) sometimes
_____ c) good idea, I'll try



Your Score

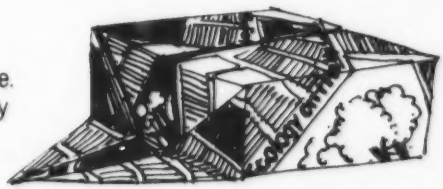
Every a = 3 points; b = 0 points; c = 2 points.

0-18 points

The fact that you are taking this test shows that you care about the environment and are looking for ways to help. Your habits, however, suggest that you have a way to go. If you are truly concerned for the environment, you will have to make some significant lifestyle changes. Reading this publication is just a beginning to improving your environmental skills. Think about joining an environmental group for more information on what you can do.

19-36 points

You have taken some important first steps. Now is the time to practise what you believe. Your fuller commitment is needed for a truly environmentally friendly lifestyle.

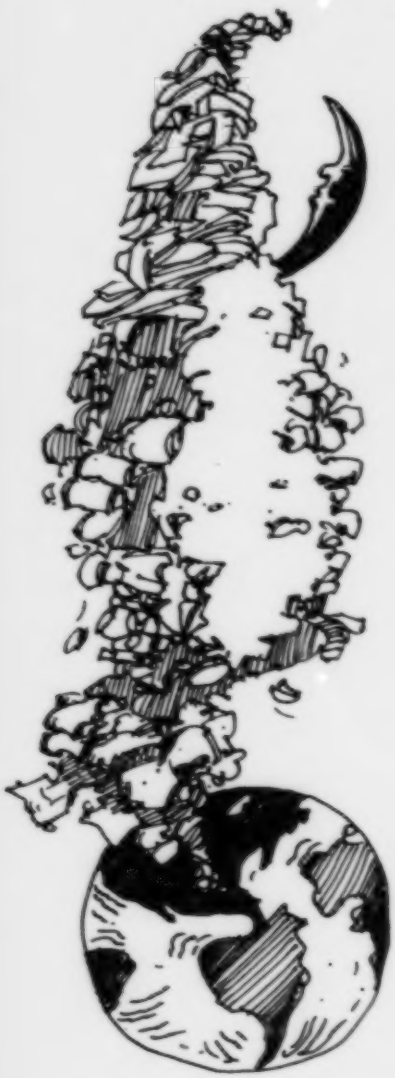


More than 36 points

You are a dedicated environmentalist. Why not share your values and consumer environmental skills with others? Organize a neighbourhood meeting, host a coffee party, plan an event in your community centre. Your knowledge is valuable and should be spread among others.

(Adapted from How's Your Environmental Awareness? Save It Kit, Environment Canada)

Four of the most urgent global requirements relating to tropical forests, water, soil erosion and growth could be funded with less than one month's global military spending, which amounts to $1 trillion per year.



"Mega-Use" and "Mega-Waste"

Why We Just Could Be "The Last of the Big Time Spenders"

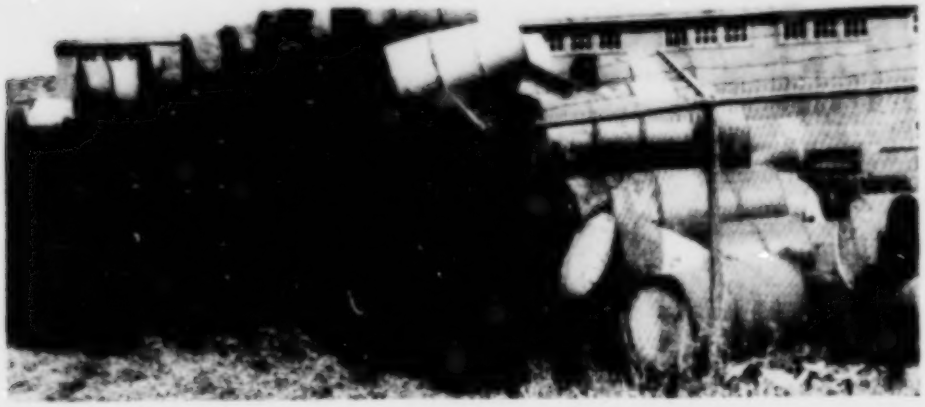
Our society leans heavily on a highly industrialized economic system. This system gives us jobs, profits and products that contribute to a very comfortable life for most of us. Yet, what is the cost in the long run?

To maintain our present standard of living, we as Canadians pollute more air, use more energy, throw out more garbage and recycle less than any other nation on earth. Is this the reputation we want? Is this the kind of country we see ourselves living in? Can we, as part of the global community, afford to maintain this "mega-use" and "mega-waste" idenfinitely? Are we going to be, the **last of the big time spenders and wasters?**

Examples of "Mega-Use" and "Mega-Waste"

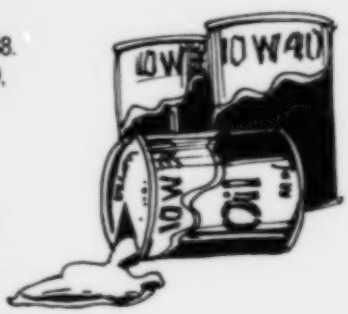
- In Canada, annually, 1.7 billion disposable diapers (more than 240,000 tonnes) end up in landfill sites. Disposable diapers are the single, largest non-recyclable problem in household garbages. (If all 18 billion disposable diapers used annually in North America could be stacked there would be about 15 piles, each tall enough to reach the moon).
- Each Canadian uses about 77 kilograms (169 lbs) of plastic products per year — often more than their own weight in bottles, bags, containers, appliances and construction materials.
- Canadians generate 1.8 kilograms (4 lbs) of household waste per capita per day, compared to 1.63 kilos (3 lbs) for Americans, 1.1 kilos (2.4 lbs) for the Swiss and .77 kilos (1.7 lbs) for Norwegians.
- The average Canadian household throws out a tonne (2,200 lbs) of garbage per year [more than 60 tonnes (132,000 lbs) in an average lifetime]. That's enough garbage to cover the Skydome field to a height higher than the CN Tower.
- Household or consumer garbage makes up more than half of all solid waste collected in Canada.
- Every week, Canadians use 55 million plastic bags to take their groceries home.
- Canadians throw away 1,500 tonnes of steel every day in food and drink cans. In a year this would be enough steel to make 350,000 cars — a line-up stretching from Regina to Chicago.

- One average Canadian household consumes 12 trees a year in paper — most of which is thrown out.



The average car uses the energy equivalent of 1,500 L of oil to manufacture and can use about 10,000 L of fuel before it is put on the scrap heap.

- Approximately 175 million spray cans are used in Canada each year.
- It's estimated that 10 cents in every dollar of the cost of a product is spent on packaging which is thrown away. One economist figures consumers spend more for food packaging than farmers receive in net income.
- In Canada 3.6 million tonnes of air pollutants from vehicle exhausts are spewed into the atmosphere in one year — 30 per cent of total air pollution from all sources.
- Each year Canada uses 213 million tonnes of petroleum, coal, natural gas and uranium to produce goods, fuels, and heat for homes and industry. This averages out to almost 8 tonnes for each man, woman and child in the country. Many of these resources are used to manufacture products that are used once then thrown away.
- Many of the chemicals sprayed on crops are used, not to improve quality but to improve the appearance of the produce.
- More than 160 million spent batteries from Canadian tools, toys, flashlights and radios are thrown in the garbage each year. Among the toxic metals that escape from these batteries is more than one third of all the mercury released into the environment.
- Around 300 million litres of motor oil goes into the Canadian environment each year — much of it poured down sewers by do-it-yourself mechanics. That is nearly eight times more oil than was spilled by the Exxon Valdez in Alaska.



Sources: Why We Just Could Be "The Last of The Big Time Spenders"

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2. **Moneywise, Financial Post,** June, 1989, September, 1989.
3. **Protect Yourself,** May, 1989.
4. **Western Producer,** July 13, 1989.
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11. **Saskatoon Star-Phoenix,** June 9, 1989.
12. **Globe and Mail,** August 11, 1989, February 6, 1989.
13. **West: The Globe and Mail,** October, 1989.
14. **Country Guide,** April, 1988.
15. **The Canadian Green Consumer Guide.**

Recycling one day's newspapers across Canada could save 40,000 trees

SOLUTIONS:

A Vision of the New 21st Century

The next ten years will be a period of great transition as people around the world increase their actions to save the environment. How will the changes needed to bring the Earth back to health affect Canadian life? Will our standard of living be eroded? Or, can we expect a quality of life that places greater emphasis on human values such as family life, good health, co-operation and creativity?

Some experts suggest that the future is going to bring some tough trade-offs.

Industrial society cannot continue to ignore the rest of the globe. Twenty percent of us cannot continue to use 80% of the world's resources. Solutions to global problems will require international vision and co-operation. Sound environmental stewardship will also mean a higher cost of living. For example, the cost of gasoline and other fossil fuels will soar. Gasoline and vehicle taxes ("carbon taxes" are now being considered by Canadian and other governments) will be used to fund environmental clean-up programs such as mass tree plantings to take carbon out of the air.

Others suggest that even with the dramatic changes required, Canadian life will **appear** very much the same. Cars will still drive the streets, although in smaller numbers and smaller models; however, virtually all their materials will be recycled and recyclable. Houses will be smaller, superinsulated and closer to work.

Transportation will rely on a variety of mass transit options, walking, bicycles and vehicles that use clean energy.

There will be greater use of personal computers in the home linked to the workplace. Business people will rely more on video-conferencing instead of face-to-face meetings.

Neighbourhood shopping centres will become more important as more people walk and bike to do their shopping. The joys and economies of vegetable gardens, composting and preserving practices will be rediscovered as the cost of imported, out-of-season produce increases. As many imported goods become unaffordable luxuries, local industries will get a chance to thrive.

Junk mail will be a thing of the past —but there may be more junk phone calls.

City parks will grow more native trees and plants requiring less intensive care, chemicals and attention by gasoline-driven tools. Residents will donate grass clippings, leaves and compost from their own homes for mulch and fertilizer.

The stock market's big profit-makers will be companies with proven records in producing goods and services that are healthy for people and don't pollute the environment.

As the air becomes cleaner, the water purer and we learn to walk again, people will become healthier. After the initial clean-up, taxes will begin to decline as we rely less on costly health care and social service programs.

Called the "Solar Age", people of the 21st Century will use the sun's energy extensively, while avoiding exposure to its ultraviolet rays.

People, in their efforts to heal the environment, will become healthier and more caring, a wiser and more mature species.

Sources: Solutions: A Vision of the New 21st Century

1. **Our Fragile Future,** Southam Newspapers supplement, October 7, 1989.
2. **UTNE Reader,** November/December, 1989.

Making paper from recycled fibre takes 50% less energy. Recycling steel results in a 74% energy saving; recycling copper, 90%; and recycling aluminum, 95%.

"Still, the biggest enemy of the environment is comfort, says Fiona Nelson, a Toronto school board trustee. It's so easy to use the prepackaged, prepared, disposable things. It can be a fair amount of trouble to care about the environment. But once the good habits are established, it's not so tough." — Toronto Star, November 30, 1988

The Four R's of Environmental Action — Reduce, Reuse, Recycle and Recover

"Reading, Riting and Rithmatic" were the Three R's of the 20th Century. **Reduce, Reuse, Recycle** and **Recover** are The Four R's for the 90's and the new century.

Reduce consumption and waste. **Reduce** the amount of garbage in your household. Avoid buying things you don't need. This includes rejecting products with excessive packaging, that are overprocessed, that are poor quality, that pollute or use toxic chemicals in their manufacturing, or that waste energy.

Reuse just about everything. Make the same items serve over and over again. Those plastic and glass containers can be used again.

Take a second look at repairing items — resole shoes for instance. Renting is another form of reuse. Selling used materials or donating clothing, bicycles, toys, books, furniture and appliances to charities are forms of reuse.

Recycle means to reprocess or rework an item. Recycle paper, food waste, wood, used oil, rubber, yard scraps, glass, plastics and metals to reduce the drain on our natural resources. When you recycle the paper you not only save the trees, you use 40% less energy. 2.2 tonnes of wood (17 to 19 trees) are needed to make a tonne of paper.

Recover means to reclaim certain products from waste like silver from film, photographic paper and waste water, and perchlorethylene from drycleaning waste.

More Than Recycling

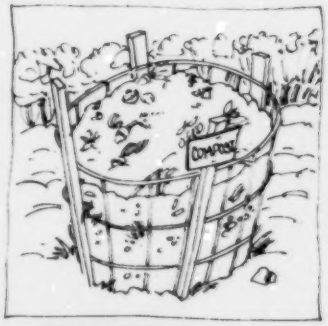
Many people believe that recycling is **the answer** to environmental problems. As one of the "4 R's", it is **part** of the answer. But, there is a danger in relying on recycling as the answer to our environmental woes. Recycling means that resources will still be used excessively and implies that we don't need to change our consumption habits.

The more consumers reduce and reuse what they buy and the more manufacturers recover resources already used, as well as recycle, the more resources and soil we save, energy we conserve and pollution we avoid.

RECYCLE

REUSE

REDUCE



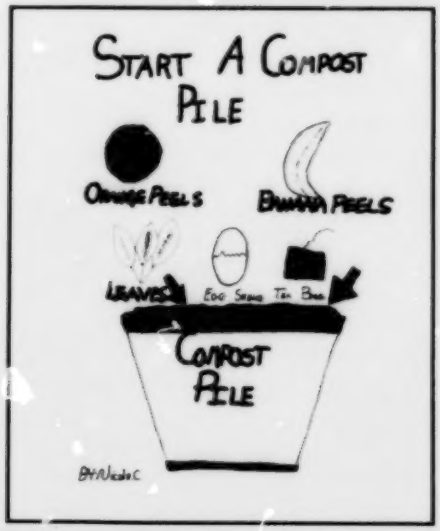
RECOVER

Cleaning Up Our Act: What People Are Doing

Individual action to protect the environment is springing up across Canada and the world. People are reassessing their attitudes and behaviours that adversely affect the environment. This movement is taking hold in the home, and is spreading to neighbourhoods, schools and workplaces.

Some Examples of Individual and Group Actions:

- Students and staff at **Cardinal Leger School** in Saskatoon started collecting used paper to recycle through Cosmopolitan Industries. People are encouraged to use both sides of a page before tossing it out. Saskatoon's Catholic School Board now encourages all schools to recycle paper and by 1991 every public school in Saskatoon will be recycling paper.
- **The staff and 92 students at St. Leo Elementary School in Regina** have made the environment a year-long project — recycling ventures, field trips, cleanup days, letter writing campaigns, as well as art and academic projects. The school has joined Greenpeace and the students are raising money to send to the Nature Conservancy of Canada.
- **Deb Hopkins of Saskatoon** spearheaded a neighbourhood conservation education and personal action program including composting, recycling bins and a newsletter of conservation tips.
- As part of her practice teaching, a **University of Regina education student** taught about reducing, reusing and recycling to a Grade 5 class at **Henry Janzen School.** They created a mini-landfill site in the classroom to monitor how different materials decompose. As well, the class organized a Trade Day where students brought in articles they no longer wanted, to trade with others.



"I owe an allegiance to the planet that has made me possible, and to all the life on that planet, whether friendly or not. I also owe an allegiance to the 3 billion years of life that made it possible for me to be here, and all the rest of you too. We have a responsibility to the largest population of all, the hundred of billions of people who have not yet been born, who have a right to be, who deserve a world at least as beautiful as ours, whose genes are now in our custody and no one else's." — David R. Brower, Chairman, Friends of the Earth

Nicole Cherewayko
Wilfred Hunt School
Regina

"Nobody made a greater mistake than he who did nothing because he could only do a little" – Edmund Burke

- **Amy Milne, a seven-year-old from Saskatoon,** asked her neighbours to help her save the planet. She requested that once a week they leave all their recyclable paper in bags on their front steps. For a 5 cent fee, she picked them up and took them to be recycled.
- **In Peace River, Alberta,** a teacher, community health nurse, home economist and childbirth educator produced a booklet, "Alternatives in Diapering" containing cost comparisons, practical tips on diapering and addressing health and environmental issues to encourage health units, hospitals and individuals to consider using alternatives to disposable diapers.
- **A West Vancouver homemaker** has managed to reduce her home's garbage output to one bag per month. She now hosts coffee parties in her home and attends speaking engagements to demonstrate ways to reduce garbage output. Because of her efforts, **World Wide Home Environmentalists Network (WHEN)** has been formed to offer advice. For more information, write to WHEN at 1910-27th St. W., Vancouver, B.C. V7V 4L2.
- Residents of a **Toronto** neighbourhood have agreed to collectively work toward these environmental goals:
  1. To clean up the environment around their homes and neighbourhood.
  2. To correspond with politicians at all levels of government and vote on the basis of environmental leadership.
  3. To take individual environmental action such as stopping the use of styrofoam at work and home and urging the Board of Education to start a tree-planting program on all school property.

Consumers in Kitchener-Waterloo pressured local stores to make the switch to paper egg cartons from styrofoam. Store officials, in turn, put pressure on egg carton manufacturers. As a result, the company that makes one half of Canada's egg cartons and controls most of the Ontario market switched from styrofoam to recycled paper cartons.

- **Twelve thousand Grade 4 to 8 school children in Ontario, Pennsylvania, Ohio** and **New York** are monitoring acid rain as part of a project organized by Public Focus, a Toronto-based environmental group. Students will learn about how people in different areas are affected by acid rain. As well, the findings will help build on existing acid rain data.
- **Grade 5 and 6 students from a Toronto school** are asking McDonald's restaurants to serve their Big Macs on a paper napkin instead of in a styrofoam box.
- **Jeff Gibbs, Vancouver,** has received over 300 letters from environmental groups in schools in all 10 provinces to join his **Environmental Youth Alliance (EYA).** An EYA newsletter will have ideas and suggestions for young people to become involved. A youth conference on the environment will serve as a model for students across Canada to organize their own events.

Sources: Cleaning Up Our Act: What People Are Doing

1. David Suzuki column, **Saskatoon Star-Phoenix,** October 14, 1989.
2. **Consumer Affairs Letter,** September, 1989.
3. **Saskatoon Star-Phoenix,** June 20, September 5, October 3, 1989.
4. June Callwood column, **Globe and Mail,** October 25, 1989.
5. **Regina Leader Post,** September 30, October 21, 1989, February 19, 1990.
6. **Western Producer,** August 10, 1989.
7. **Ontario Recycling Update,** vol. 8, no. 6, 1988 (indirect quote).
8. **Country Guide,** May, 1989.
9. **Saskatoon Star-Phoenix,** April 4, 1990.

Cleaning Up Our Act: What Industry and Business Are Doing

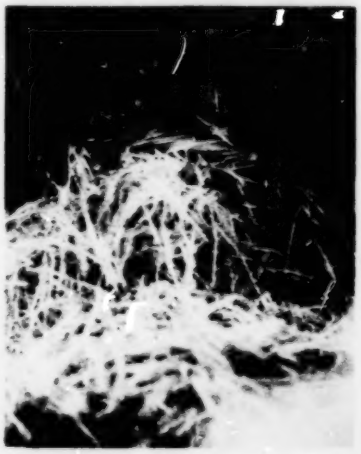
The World Commission on Environment and Development reports that pollution control has become a thriving branch of industry; waste recycling and reuse have become accepted practices in many industrial sectors. As well, the future holds a growing market for pollution control systems, equipment and services in practically all industrialized countries.

Many Canadian industries and businesses are taking positive action to limit damage. Consumers can recognize and support this action by giving their business to companies that are showing environmental responsibility.

Some Recent Positive Steps Taken by Canadian Business and Industry

- **Crown Shred and Recycling** of Regina has added a recycling component to its document storing and shredding business. The company accepts waste fine white paper and envelopes which it shreds and sells to paper manufacturers. Several Saskatchewan Government departments sell waste paper to Crown.
- **Magnum Oil,** a re-refinery on the outskirts of Saskatoon, takes in up to 18 million litres of used oil a year from gas stations and garages throughout the city. The used oil is restored to usable quality and resold.
- **Grocery Stores in Saskatchewan** have introduced programs to encourage shoppers to return plastic shopping bags to the store for reuse. Some stores provide discounts (5 cents/bag returned).
- **Queen City Drycleaners** in Saskatchewan has adopted processes for reusing and responsibly disposing of hazardous drycleaning fluids.
- **The Saskatchewan Association of Rehabilitation Centres (SARC)** operates a province wide aluminum can recycling program (SARCAN).
- **Regina's nurses,** through their professional association, are lobbying for Saskatchewan hospitals to re-introduce the use of cloth diapers in their maternity and pediatric wards.
- **The Saskatchewan Chamber of Commerce's** 1989 ABEX award for quality of life/physical environment was given to **Golf Restaurants Inc.** of Saskatchewan for eliminating styrofoam cups and utensils from its Fuddruckers Restaurants. The restaurants' change to reusable plastic will eliminate the use of 650,000 styrofoam cups and 1.5 million pieces of plastic cutlery per year.
- **Biological controls,** designed to replace expensive chemical pesticides, are now being developed and tested. **Bio Mal,** a fungus-based biological herbicide developed in Saskatoon, will be registered in 1990 for use in fighting round-leafed mallow, a weed harmful to flax and lentil crops.
- A Winnipeg firm, **Manitoba Soft Drink Recycling Inc.,** shreds all kinds of plastic containers which are then made into products such as carpets, sleeping bag filler and tennis ball fuzz. Manitobans collect four cents for each container taken to one of 33 depots around the province. A few regular collectors make as much as $200 a week.

AT&T, the American communications giant, which used to spend $1 million a year getting rid of used paper, made $365,000 in 1988 by selling 6,500 tons of it.



- **Hewitt Oil, Calgary,** received a provincial environmental award for building Canada's only pollution-free sour gas processing plant.
- In Richmond, British Columbia, a **no-pin, Velcro-fastened cloth diaper** was developed. Orders for the Babykins-brand diaper are flowing in from across the country and the plant now produces 60,000 cloth diapers per month.
- **Proctor & Gamble Inc.** has introduced a new, less expensive and less environmentally harmful package for Liquid Tide, Ivory Liquid, Mr. Clean and Downy.
- **Coca-Cola Ltd.** is the first major packaged goods company to directly promote recycling on its packaging. In December, 1988 the company printed the message, "Good Neighbours Recycle" on all Coke, Sprite and Diet Coke cans sold in Ontario.
- **Bristol-Meyers,** manufacturer of everything from hair colouring to toilet cleaner, is now manufacturing and selling non-aerosol hairsprays, non-chlorine bleach and other products less harmful to the environment. The firm is also shrinking its packaging and making it recyclable.
- In 1987, **Investors Group Ltd.** started the Summa Fund to cater to investors wishing to invest in companies that meet environmental criteria. As well, the portfolio shuns companies involved in tobacco, alcohol, gambling, repressive political regimes, weapons, pornography, base metals, oil and gas and forest products.
- **Berry-Hill Ltd.,** a mail-order business in St. Thomas, Ontario is substituting popcorn for styrofoam as a packaging material. It's about one-quarter the price of styrofoam, performs equally well and it's environmentally friendly.
- **Ontario egg producers** are switching back to paper egg cartons instead of styrofoam. Egg producers in other provinces are expected to follow Ontario's lead.
- **The Save-On Food and Drugs** supermarket chain in British Columbia offers its customers savings when they bring their shopping bags back for reuse.
- **The Ontario soft drink industry** and its suppliers are contributing $20 million over a four-year period to Ontario Multi-Material Recycling Inc., a non-profit agency that provides financial assistance to municipalities to set up curbside recycling programs. Coca-Cola bottlers are contributing almost $10 million to the agency.
- Alza Corp., **a California pharmaceutical products development firm,** gives employees $1 a day to walk, carpool or bike to work. Employees taking public transport are also compensated.

Sources: Cleaning Up Our Act: What Industry and Business Are Doing

1. **Globe and Mail,** December 28, 1988; February 4, February 6, March 16, April 15, August 11, September 6, September 19, November 29, 1989.
2. **Our Fragile Future,** Southam Newspapers supplement, October 7, 1989.
3. **Money, Financial Post,** September, 1989.
4. **Consumer Union News Digest,** July 15, 1989.
5. **Saskatoon Star-Phoenix,** April 6, June 9, 1989.
6. **Regina Leader Post,** February 27, May 31, October 24, 1989; February 16, 1990.
7. **Canadian Grocer,** January, 1989; March, 1989.
8. **Canadian Living,** May, 1989.
9. **Western Producer,** May 4, 1989.
10. **Financial Post,** March 6, 1989.
11. **Our Common Future: The World Commission on Environment and Development,** 1987.
12. **Saskatoon Star-Phoenix,** May 3, 1990.

"Extinction does not simply mean the loss of one volume from the library of nature. It means the loss of a loose-leaf book whose individual pages, were the species to survive, would remain available in perpetuity for selective transfer and improvement of other species." — Professor Thomas Eisner, Cornell University

Cleaning Up Our Act: What Government Is Doing

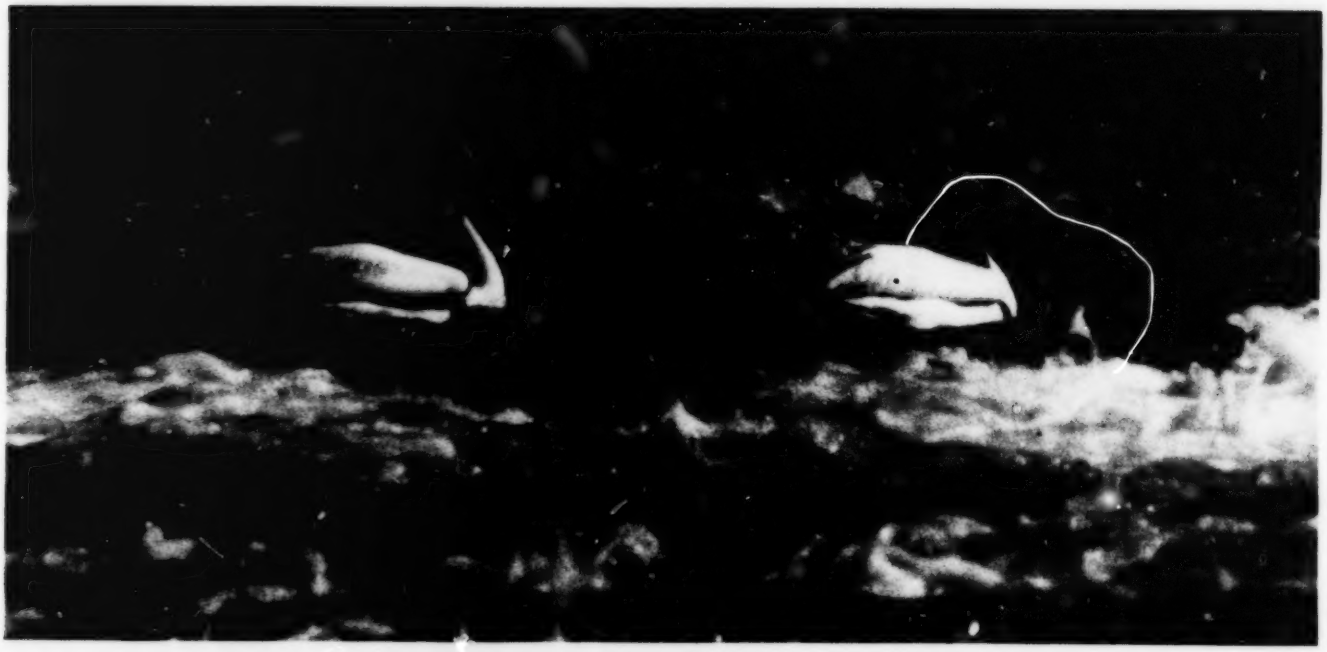
Many people believe that governments hold the major responsibility for the care and protection of the environment. While governments do administer programs and regulate practices concerning the management of our land, wildlife, water, air and other resources, they are also responsible for looking after the people they govern. They deliver health, education and social service programs and strive to maintain an economic climate that promotes jobs and a good standard of living.

More and more often, these two roles are coming into conflict. The greatest challenge facing government now and in the future will be to balance human and environmental well-being.

Governments respond to the needs and will of the people they represent. The growing concern for the environment is challenging governments as well as individuals and business to take positive action.

Recent Government Initiatives: Municipal, Provincial, National and International:

- **The Saskatchewan Round Table on the Environment and the Economy** was established by the provincial government in 1989 to advise on ways to implement the recommendations of the National Task Force on the Environment and the Economy. The task force calls for each province to develop a conservation strategy by 1992. The National and Provincial Round Table will promote dialogue between industry, government and environmental interest groups.
- **Saskatchewan's SARCAN** program involves disabled persons in the aluminum container recycling business.



- **Saskatchewan** has committed $500 million to the **North American Waterfowl Management Plan** to help conserve North American wetlands.
- A $54 million **National Soil Conservation Program** is being implemented by federal and provincial governments. One of the initiatives under this agreement is the **Saskatchewan Save Our Soils Program.** SOS will enable farmers to get technical and financial assistance to implement farm practices to reduce soil erosion.
- The **Canadian government** has adopted an **environmental logo** for products that are not damaging to the environment in their production when used or disposed of.
- **The Guelph, Ontario recycling program** is considered the best in North America. It recycles about 60 per cent of residential garbage compared to 15 per cent achieved by most other blue box programs.

Other Saskatchewan Government measures include:

- **a waste-paper recycling program** in the Legislative Building and other provincial government office buildings in Regina.
- **the conversion to recycled paper** for ministerial stationery and government business cards and envelopes.

- **Canada plans to halve industrial sulphur dioxide emissions** by 1994 and ban lead in gasoline by the end of 1990. **Tightened motor vehicle emission standards** were introduced in 1988.
- **Ontario has banned all aerosol sprays** except prescription drugs and all packaging containers that use chlorofluorocarbons (CFCs).
- The governments of nearly 90 countries, including Canada and the United States, agreed to support a **ban on ozone-destroying chemicals** by the year 2000.

- A program in **Highbridge, New Jersey** encourages homeowners to **recycle** their **garbage** through the **pay-as-you-throw system.** Garbage pickups have been reduced by 25 per cent.
- **Southern California** has produced a plan to **bring air quality levels to U.S. federal standards** by 2007. The plan includes **restraints on the use of gasoline-powered vehicles; a ban on gasoline-powered lawn mowers** and barbecue lighter fluid; **reduction of noxious emissions** from paint, brewery, aerosol and baking manufacturers; **more ride sharing; a longer working day** and **shorter work week; land zoning changes** to bring homes and work closer together; **increased video communications;** and electric trains.
- **The City of Los Angeles** expects to put 10,000 **battery powered cars** in use in the next three years.
- **Nebraska has banned the use of disposable diapers and Minneapolis has banned the sale of most food in plastic packages** that cannot be returned or recycled.
- **In Italy, new products are not allowed on the market if they are not recyclable or biodegradable.**
- The government of **Thailand** passed two royal decrees to **stop nearly all logging.** The action was a result of extensive deforestation that caused severe landslides and flooding in the fall of 1988.

Sources: Cleaning Up Our Act: What Government Is Doing

1. **Our Fragile Future,** Southam Newspapers supplement, October 7, 1989.
2. **Globe and Mail,** February 7, April 15, April 24, May 4, June 1, 1989.
3. **Practical Homeowner,** March, 1989.
4. **The Toronto Star,** October 27, May 25, 1989.
5. **Ag News,** November, 1989.
6. **Regina Leader Post,** November 3, August 5, 1989.
7. **Saskatoon Star-Phoenix,** June 24, 1989.

Slogan of Green Party Poster

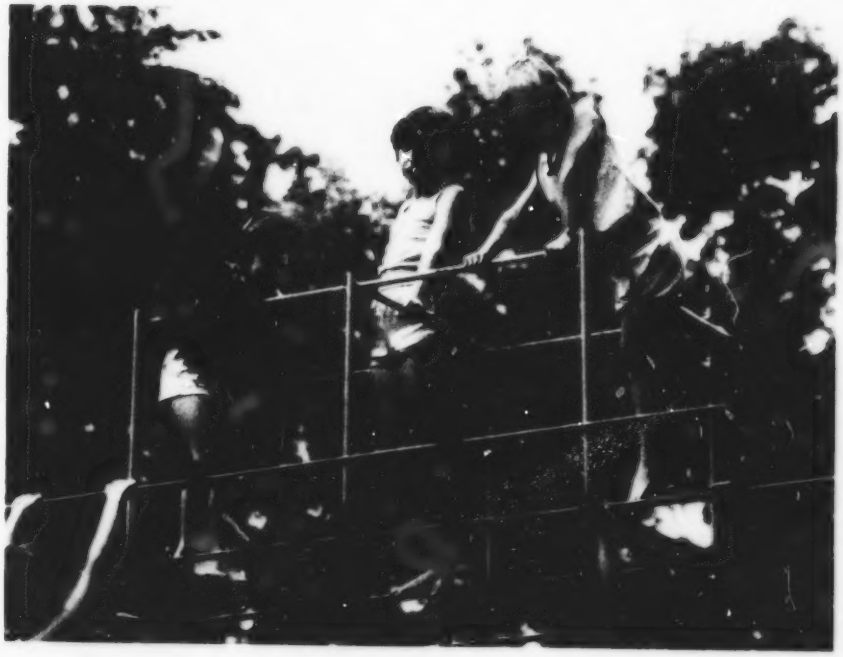
"We don't inherit the earth from our parents,
we borrow it from our children"

WHAT YOU CAN DO

Educate & Inform Yourself and Your Children

Our children and the generations to come will inherit the world we leave them. They deserve our concerted efforts to help this ailing planet as well as our time to teach them the values of environmental responsibility.

Environmental problems will not be solved by the present generation alone. Our children and grandchildren will have to carry on the commitment. If these children have a good understanding of **why** and **how** we must protect the environment, they will not have to climb the hurdles of changing their lifestyles midstream. Our example today is their future.



What Is The First Step?

Each of us has a different level of awareness and concern about the environment. The first steps a person takes to change their lifestyle will be their choice and unique to their situation; the time and resources available, as well as their values and lifestyle.

Six Households, Six Approaches

Here are some examples of individuals and families with various circumstances, showing the steps, trade offs and challenges they are taking to change their ways of thinking and doing things and adopt more environmentally friendly lifestyles.

1. **The Zelenys**

John and Marion Zeleny have a busy family and live in a large Saskatchewan city. Both work outside the home and are also raising three children Erin 10, Craig 12, and Jessica 16. Although they are sensitive to environmental concerns, the Zelenys are not ready to give up their labour-saving devices. "When we get home after five, we need all the technical help we can get" says Marion.

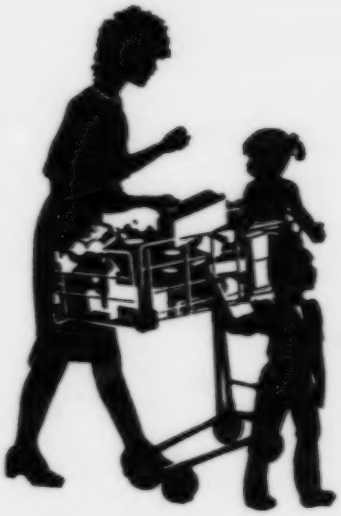
Between working, taking care of their house, yard and garden, participating in community projects and their childrens' sporting activities, the Zelenys find it difficult to squeeze in much time to conserve. In the last few years, however, they have started composting and using fewer toxic pesticides in the garden. Jessica wants to be a veterinarian, so she is very concerned about the testing of perfumes and cosmetics on animals. Last year she announced that she would use only "cruelty-free" toiletries.

Erin and Craig have become involved in a paper recycling project at their school. Their enthusiasm is rubbing off on the family. They are reducing their excessive use of paper towels and plastic wrap in the microwave. "But we're not ready to give up air conditioning or two cars" concludes John Zeleny.

"If not me, who?"

"If not now, when?"

— Andrea Miller, Founder, World Wide Home Environmentalists Network



2. **Patricia Green**

Patricia Green is a single mother of two young children, Molly 3 and Mathew 5. Living on a low income, she finds that she already does a great deal of conserving. Secondhand clothes, home furnishings and appliances help to stretch limited dollars. "Conservation is a way of life for us. I have learned to reuse and recycle as much as possible", comments Patricia.

Food money goes further when she buys basic foods and takes more time baking and cooking. She draws the line at some "recycled" products, "green" products, etc. because she finds they are more expensive. Before winter comes, she is going to seal the cracks and leaks around the windows and doors of the low cost, older home she lives in. The heating bills are too high during cold weather.

3. **David Brown**

David Brown, a single 33 year old, works long hours and doesn't spend much time at home. He usually eats at restaurants or uses convenience foods, sends his laundry out and uses a cleaning service for his apartment. David spends his vacations travelling in a sports car. During a trip last fall to Eastern Canada, he was appalled at the affects of acid rain on the sugar maple trees.

"It set me thinking about my part in all this. Frankly, I don't have much time or inclination for all these conservation measures, but maybe I can do something" said Dave. He bought a secondhand bike, which he uses around town.

4. **"Tiffie & Jonnie"**

Tiffany and Jonathan Chorney are high income professionals in their early 40's. Elegant housing and furnishings, up-to-date appliances and cars, as well as stylish clothing are very much a part of their lifestyle. They donate a great deal of time and energy to volunteer work in a number of organizations, and are generous in their donations to charities; however, the Chorneys view the ever-growing concern with the environment as alarmist and intrusive.

"We don't need these guilt feelings every time we want to try out some new technology" states Jonathan. "We lead busy lives and frequently have to use both cars" adds Tiffany.

The Chorneys believe in healthy living so they try to use food that is as "natural" as possible. Exercise is also a must, so sometimes they bike to enjoy nature.

Within the past year, they have taken the time to check more closely at what they discard and make sure anything reusable is passed on to someone who can use it rather than thrown out. As well, they are investigating "ethical investment" opportunities.

5. **The Mundys**

Dan and Norma Mundy, in their late 60's, are retired and enjoying the extra time to do the things they want to do. They own their home and have all the furniture, appliances and tools they need. The habits of a lifetime of frugal living have prepared them for their somewhat reduced income.

"We live simply, cook our own meals, repair as much as possible; however, we're hanging on to our gas lawn mower and our snowblower. Life is so much easier with these two conveniences" says Dan.

Any extra money goes toward their one indulgence — travel, seeing other places. By careful planning, they have always been able to find discount transportation and accommodations. The media coverage on the problems of the environment have set them thinking about more environmentally friendly travel. They have contacted such organizations as the **Center for Responsible Tourism, Servas,** and **One World Family Network** for more information.

6. **The Vertes**

Anne and Don Verte live in a rural Saskatchewan community of 6,000. As a young couple in their twenties, the Vertes have been busy getting a house, furnishing it and landscaping the yard. Having grown up in a family atmosphere of environmental activism, they want to carry on the tradition. They refinish furniture, compost, garden organically, reject overprocessed and overpackaged foods, conserve energy and recycle as much as possible. The recent birth of their first child, Lisa, meant investing in cloth diapers.

Although dedicated conservers, the Vertes aren't ready to give up their car. They love going into the city and the limited public transport in their area would seriously restrict their mobility. Don and Anne are members of a local environmental group which has successfully pressed the town council for a Blue Box recycling program.

Suzuki "Inventing Our Future"

"The great survival attribute of our species was the ability to project the consequences of today's action into the future.

The journey begins with a single tree. The process must really begin with every individual. You can make a difference."

CHOOSING TO ACT: SOME IDEAS

As a consumer your choices will make all the difference. Here are some ideas and suggestions about what you can do at home and at work to be a friend to the environment.

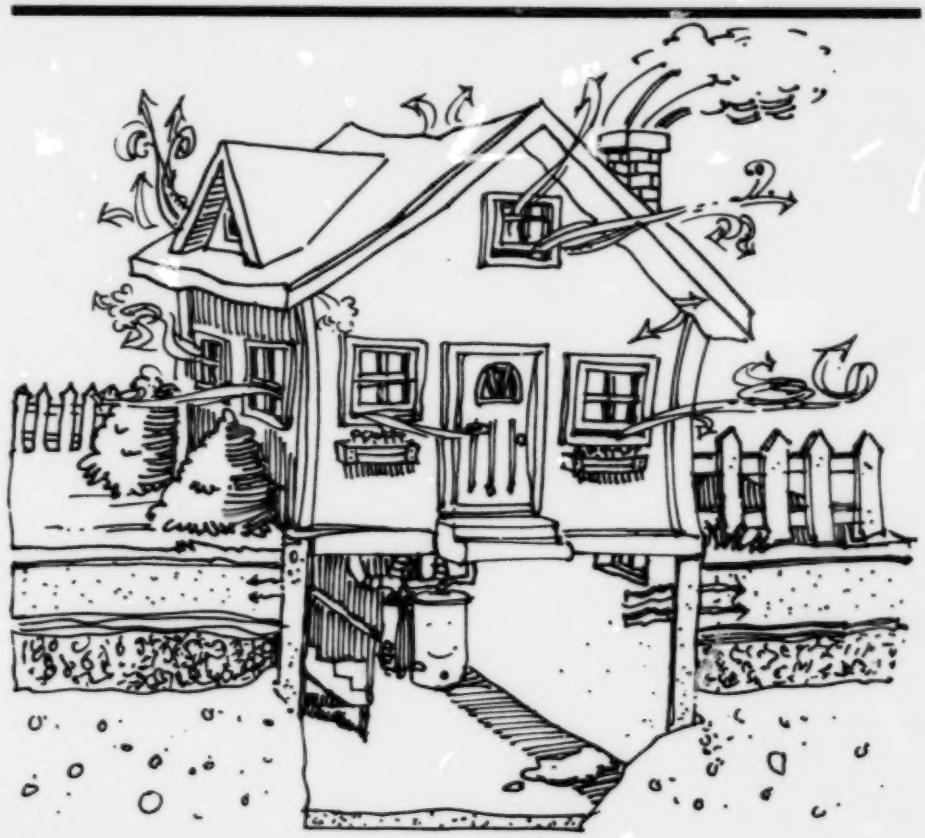
Food For Thought: Food Conservation

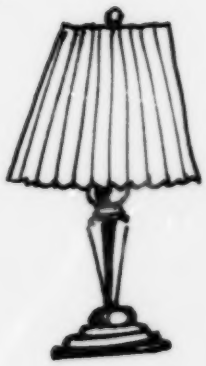
Consumers can exercise their purchasing power to influence change. **Praise and support stores that practise environmentally friendly policies.**

- **Take your plastic grocery bags back to the store to reuse** or better yet, take your own reusable tote bags on your next grocery shopping trip.
- **Reject food that is overpackaged and overprocessed** and speak to the management about your views. Ask for what you want.
- **Buy margerine wrapped in paper instead of in plastic tubs.** If you do buy the plastic tubs, reuse them for storage instead of buying new plastic storage containers.
- **Choose cheese slices that are not individually wrapped in plastic.**
- **Substitute overpackaged cookies with home baking or bakery items.**
- **Only buy soft drinks in containers that can be reused or recycled.** Think twice about purchasing products in containers that can't be returned or recycled.
- **Choose eggs that come in recycled paper cartons.**
- **Avoid buying fresh fruit and vegetables wrapped in plastic.**
- **Ask for meats to be packaged in recycled paper trays** instead of plastic.

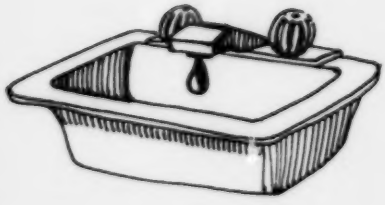
- **Buy beverages in returnable containers.** If that's not possible, choose the least harmful. For example, frozen orange juice uses less packaging and energy than cartons or plastic bottles of pre-mixed juice.
- **Avoid buying fruit drinks in small foil-lined cardboard boxes.** They cannot be recycled and have a very high ratio of packaging to product. A Thermos-style of container is an economicl alternative as it can be used for many years.
- **Some frozen meals and fast foods are likely to have more packaging** than nutrition. Spend a little more time and save money by making meals from scratch. Invest in a cook book that describes how to make nutritious meals in a hurry.
- **Try growing a portion of your own vegetables** — you will not only save money, you can also avoid the use of chemical pesticides and fertilizers. Garden vegetables can be enjoyed fresh and preserved and any excess can be given away.
- There is a growing demand for food free from unnecessary preservatives, chemicals, hormones, pesticides and other unwelcome additives. In the next few years this increasing concern should help to make "organic" foods more readily available.

Twenty to thirty per cent of your fuel bill may go to heating the great outdoors. Two-thirds of the energy consumed in the average home goes to heating. Much of this is wasted by leaks around doors, windows, basement walls and up the fireplace.





The average Canadian home gobbles 40,000 kilowatt-hours of energy a year.



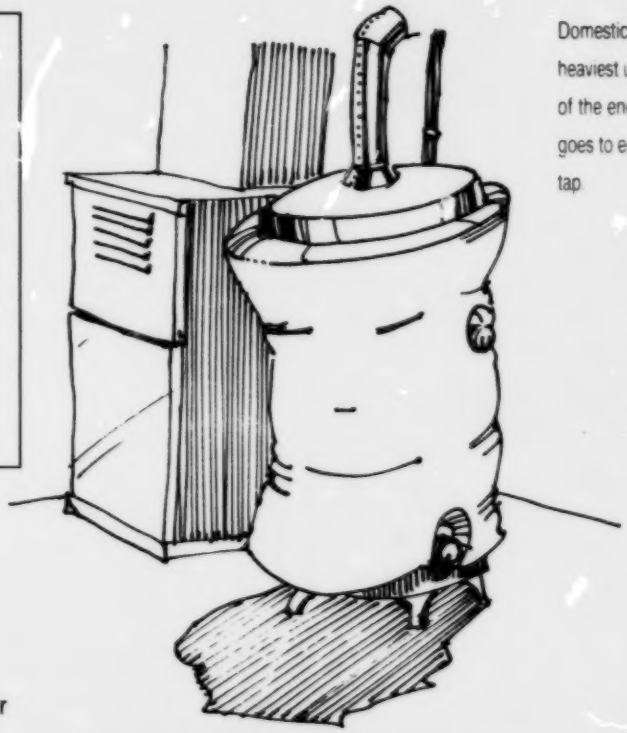
Saving Our Energy: Conserving Energy

Common sense energy use can save both on environmental wear and tear and household expenses. By reducing the amount of energy you consume, you also help reduce the pollutants emitted during its production.

- **Check that your insulation is up to or above standard** and that windows, doors and other potential sources of air leaks are draft-proof.
- **Check you home heating system regularly** for efficiency and safety.
- **Change or clean furnace filters** every two to three months.
- **When buying a new furnace go for the most energy efficient model you can afford.** There is a range from 75% to over 90% efficiency. Also if you're building a new home or doing an extensive renovation consider alternatives that cut down on fossil fuel use, such as heat pumps and solar energy.
- **Promptly repair dripping taps.** A leak of one drop per second wastes 25 litres of water a day (9,000 litres a year) and energy dollars if it's a hot water tap. Always turn taps off tightly so they don't drip.
- **Use an aerator and/or water flow reducer attachment** on all your faucets to reduce waste.

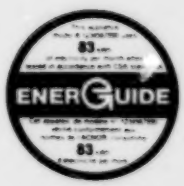
How Much Hot Water Does Your Family Use Every Day?

Use	Litres
15 minute shower	160
Bath (half-full tub)	45-65
Whirlpool bath	400-1200
Personal use (per day)	15
Hand dishwashing	7-16
Dishwasher	42-65
Laundry (1 hot-wash, cold-rinse load) (Source: Ontario Hydro)	87



Domestic water heaters are the second heaviest users of energy in the home. 20% of the energy consumed by most families goes to ensure hot water at the turn of the tap.

- Try timing your shower and limit yourself to 3 minutes
- Buy a shower head that reduces water flow.
- Make sure you have a **full load before using your dishwasher,** clothes washer or dryer.
- **Wrap your water heater tank in an insulated blanket.** Check with SaskPower for sources of these blankets.
- **Water pipe insulation** is another way to eliminate heat loss.
- **Turn off lights when not in use.**
- Air conditioners use a lot of energy and contain CFCs. Some alternatives are **low speed ceiling fans, low E windows, blinds and awnings.**
- Check into getting features like small load cycles for your washer and no-heat drying for your dishwasher.
- **Switch to energy efficient light bulbs.** Compact florescent lights, which may be screwed into ordinary light bulb sockets are now available. Even though these lights cost more, they last 10 times longer and use 75 per cent less electricity than standard light bulbs.
- **Buy major appliances** such as stoves, fridges, freezers, washers, dryers and dishwashers **that use the least amount of energy.** Check the **Ener-Guide** labels to find the most energy efficient model — one that has the lowest KWH per month usage.
- **Look for toys and household equipment that don't use disposable batteries.** They contribute to a growing landfill problem when the toxic chemicals are released as they break down.
- **Reject electrical gadgets** such as can openers, toothbrushes, ice crushers, cork pullers, pencil and knife sharpeners, and wiener cookers. They use considerable energy and offer minimal convenience.
- If you're replacing your lawn mower, **consider a manual model over an electric or gas-powered one.** The energy you'll save will provide you with extra benefit of some added exercise.



Fridges, freezers, dishwashers, stoves and clothes washers and dryers use 14% of the total energy used in a home.

For each ton of paper recycled, 1,678 kilograms (3,700 pounds) of lumber and 90,850 litres (24,000 gallons) of water are saved.

Home Sweet Home: Conservation Where You Live

Our homes are where our values, attitudes and practices about the environment are on centre stage. Three areas environmentally conscientious households can give their attention to are: **garbage and waste, household cleaning and maintenance, and careful selection of household products and furnishings.**

Here are some ideas:

- **By using cloth diapers instead of disposables** you can help cut down on the 1.7 billion disposables used in Canada each year — enough to cover 2.5 football fields and reach three storeys high. Cloth diapers are much less expensive too, as is using a diaper service.
- Speaking of babies, what about those **synthetic fibre handi-wipes** conveniently contained in a plastic disposable container? A supply of reusable damp washcloths at the change table will do just as good a job and cost less.
- **Hide your roll of paper towels and see how long you can go without using one.** By using washable rags and tea towels, you will save both on money and the trees and polluting processes that go into making paper towels.
- Likewise the paper napkin — dig out those cloth napkins and use them on a daily basis. (They don't need to be laundered after each use.)
- **Remember the handkerchief?**
- **Don't buy products that are excessively packaged.** For example, why are some bottled liquids that come in bottles also packaged in boxes, such as contact lens solution and cosmetics?
- **Reduce water consumption by about 20 per cent by placing a brick or plastic jug in your toilet's water tank** to act as a dam. Ensure your toilet is in good working order with no minor leaks. Consider not flushing every single time.
- **Reuse glass jars and plastic tubs** for storage as much as possible.
- **Wash out and reuse milk bags** as freezer bags or for packing lunch sandwiches.
- **Think of alternatives to Christmas, birthday and other types of wrapping paper,** ribbon and tape. Use the coloured newspaper comics, decorate a recycled paper bag with old Christmas, birthday or wedding cards.
- Give your used **furniture, clothing, sleeping bags, appliances, tools and electronics** to the Salvation Army or other charities.
- **Share magazine and newspaper subscriptions** with neighbours or friends. Take magazines you are finished with to hospitals and seniors' homes. Where possible, save old newspapers for recycling.
- **Take advantage of all recycling programs** in your community.

- **Buy non-toxic products** whenever you can. For example, choose water-soluble latex paint instead of oil-based paint and its various solvents, non-chlorine bleach instead of chlorine bleach, and phosphate-free detergent.
- **Never pour solvents or other chemicals down the drain** or onto the ground. Store your chemical leftovers from the kitchen, garage, basement and medicine cabinet until your community's special chemical waste pick-up day. Call City Hall or your municipal office for more information.
- **Used motor oil should not be burned, poured into a sewer or dumped into a landfill.**
- **Replace toxic cleansers** with inexpensive less toxic substances. (See next page).
- **Avoid the purchase of products sold in aerosol containers** even though most are now CFC-free. These include cooking oil sprays, shaving foam, hair mousse and spray, dusting sprays, lubricants and paint. Choose non-aerosol when possible.
- **Never burn plastics or hazardous household products in the fireplace** or yard — burning releases toxic gases into the air.
- **Don't be a litterbug,** and stop others from littering when you can by saying, "Excuse me, you dropped something".
- **Avoid buying new furniture and wood trim made from exotic woods,** such as teak or mahogany, that come from tropical rain forests.

Thirty-six per cent of all municipal garbage by weight is potentially recyclable paper.

Jamie S.
St. Phillips School
Saskatoon

One family's supply of newspapers for just over one year can be recycled into enough insulation for one house.

Cleaning Up Your Own Back Yard

Whether you live in the city or the country, many of our yards have become collectors for dangerous chemicals in the form of pesticides, herbicides and fertilizers.

- Reduce your garbage output by up to one-third and your use of chemical fertilizers by **composting organic kitchen and garden wastes.** You can buy pre-made compost bins or make your own. If you don't need a compost pile, try to find a neighbour who would appreciate your contributions.
- **Save raked leaves for your compost,** or to use for mulch (ground cover) over garden areas in the fall. Bagging them in plastic to be hauled to the landfill is a double waste.
- **Encourage your local parks department** to collect household and park leaves to compost for fertilizers to be used in park gardens.
- **Plant trees** (preferably evergreens) and shrubs on the north side of your house to act as windbreaks in the winter. Deciduous trees planted on the south, east and west sides will shade your house in summer, yet let warmth and light through in the winter. **Encourage your school board to plant more trees in school yards** — it could be a co-operative learning experience for the students.
- **Consider growing native wildflowers and grasses** — the varieties that require less water and are more hardy and resistant to disease and insects.
- **Look in your library for books** and articles on **organic gardening and natural lawn care.**
- **Look for non-hazardous products for your yard.** Insecticidal soaps, organic fertilizers, and biological pesticides are readily available.
- Remove insects such as spider mites, aphids and mealybugs from your plants, bushes and trees by **hosing them off daily with a strong burst of water.**
- **Deter cutworms by sinking a tin can** with both ends removed around the threatened plants.
- **Put up bird houses** to encourage birds that will eat the insects.
- **Hoe your garden regularly** to control weeds and keep plants healthy.
- **Rotate the species of plants and flowers in your garden** from year to year to discourage soil diseases and pests.
- **Remove hiding places and breeding grounds for pests.** Mosquitoes will breed in places where water is left standing. Slugs like to hide under old boards and bricks as well as low-lying plants.
- **Don't water your lawn during the heat of the day** or when it's windy, or most of the water will be wasted through evaporation. Water in the mornings and evenings instead. Position the sprinkler so that you are not watering the sidewalk or street.
- **Your lawn will hold the moisture better if it is not cut too short;** keep the mower set at 5 to 7.5 centimetres.

Back To The Basics: Environmentally Friendly Cleaning

Inexpensive "old-fashioned" substances can easily replace more toxic cleansers and chemicals around the house.

Remember, even nontoxic cleaners are not for human consumption. Keep out of reach of children. Do not mix compounds; for example, ammonia and bleach react to form deadly fumes.

Six Safer Substances

These are the **Big Six** of environment-friendly cleaning. All are safer than their manufactured chemical counterparts, but some still need to be handled with care.

Vinegar removes mildew, stains, and wax buildup. Use it to clean coffeepots, glass, paintbrushes, grout, windows and fireplaces.

Pure Soap cleans everything from dishes to cars.

Baking Soda the all-around champion. Baking soda cleans, deodorizes, scours, polishes, removes stains, and softens fabrics. Use it on plastic, vinyl, carpeting, and upholstery; on silver and stainless steel; inside refrigerators; down drains...

Borax cleans wallpaper, painted walls, and floors. It deodorizes, removes stains and boosts the cleaning power of your detergents.

Washing Soda cleans clothing and softens water. But it is moderately toxic. Wear gloves and use it in well-ventilated areas to avoid irritation of mucous membranes.

Ammonia — a hardworking liquid, it cleans carpets and linoleum, copper and enamel, and most appliances. Ammonia can irritate the skin and the eyes, so wear gloves and use it in a well-ventilated area. **Never mix it with chlorine bleach; the mixture creates a poisonous gas.**

These ingredients on their own or in the recipes that follow, can become your household staples. You can make up economy-size batches of various cleaners in the strengths you need and store them in reusable containers. One factor to consider when mixing your formulas is what sewage treatment is like in your area: at the cottage or in municipalities with no sewage treatment, go easy on the ammonia and bleach.

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Environmentally Friendly Cleaning Alternatives

All Purpose Cleaner #1
125 ml. (1/2 c.) ammonia
75 ml. (1/3 c.) washing soda
4 L. (16 c.) warm water

All Purpose Cleaner #2
50 ml. (1/5 c.) baking soda
250 ml. (1 c.) ammonia
125 ml. (1/2 c.) white vinegar
4 L. (16 c.) warm water

Heavy Duty Polish for Floors and Furniture
15 ml. (1 tbsp.) carnauba wax
500 ml. (2 c.) mineral oil

Heat in a double boiler, cool, then apply with a soft rag. Carnauba wax can be bought at auto-supply stores or hobby shops.

Furniture Polish #2
Use this on furniture that doesn't have a protective hard coating.

15 ml. (1 tbsp.) lemon oil
1 L (4 c.) mineral oil

Put in spray bottle. Spray on, rub in, then wipe clean.

Descalers
Removing the scale that accumulates in your kettle or iron will increase its energy efficiency by helping it to work faster. Use a solution of one part white vinegar, two parts water. Pour some into your electric kettle and let it boil; rinse the kettle thoroughly. For your iron, pour in some of the solution and let it stand for 30 minutes; rinse several times.

Dish Detergent
500 ml. (2 c.) grated hard bar soap or soap flakes
4 L. (16 c.) water

Rub salad oil on grater before grating bar soap; it will be easier to clean.
Place soap in a pot; add water and stir. Heat over medium heat until the mixture boils, stirring occasionally. Remove from heat and let cool. Store in tightly covered container. (Not for use in automatic dishwashers.)

A homemade substitute for automatic dishwashers can be made using equal parts borax and washing soda; increase the amount of soda if water is hard.

Bleach, Hydrogen Peroxide
1 part hydrogen peroxide
8 Parts water
Soak garments in this solution, then rinse

Furniture Polish #1
This is for furniture that's been varnished, lacquered, or shellacked.

25 ml. (1 2/3 tbsp.) olive oil
15 ml. (1 tbsp.) white vinegar
1 L. (4 c.) warm water

Mix ingredients and put into a spray bottle. The polish works best when warm; heat by letting the bottle sit in a pan of hot water. After applying, rub dry with a cloth.

Fabric Softener
Adding 50 ml. baking soda to the wash cycle, or 50 ml. vinegar to the rinse cycle, will soften your laundry just as well as the costly commercial liquids.

Soak lightweight cloth in diluted laundry softener and place in dryer with wet clothes. The cloth can be used over and over; softener is also conserved.

Drain Cleaner - Non-Caustic
250 ml. (1 c.) baking soda
250 ml. (1 c.) salt
125 ml. (1/2 c.) white vinegar
1 kettle boiling water

Pour baking soda, salt and vinegar down drain and leave for 15 minutes. Pour on boiling water.

To keep your drains clear, pour about 50 ml. salt down the drain, followed by a kettle of boiling water, once or twice a week. Instead of the salt, you could use 50 ml. washing soda, or 50 ml. baking soda plus 50 ml. vinegar.

Laundry Powder
250 ml. (1 c.) pure soap flakes or powder
25 to 50 ml. (2 to 3 tbsp.) washing soda

Oven Cleaner
250 ml. (1 c.) ammonia
750 ml. (3 c.) boiling water

Ammonia fumes are dangerous — although not as toxic as the gases given off by aerosol oven cleaners. The kitchen doors and windows should be open while you're using ammonia.

Warm the oven to 100 degrees C. Place boiling water in the broiler pan on the bottom shelf. Put the ammonia in a small dish on the top shelf. Shut the oven door and leave overnight. Before you open the oven again open all doors and windows, and leave the room while the vapours clear. Wash the oven with baking soda and water.

Scouring Powder
50 ml. pure soap flakes or powder
10 ml. borax
375 ml. boiling water
50 ml. whiting (a chalk powder)

Dissolve the borax and soap in the boiling water. Cool to room temperature, add whiting, and pour into a sealed plastic or glass container. Shake well before using. If you want it to be more abrasive, add more whiting, 15 ml. at a time until it's right for you.

Toilet Bowl Cleaners
A safe all purpose cleaner, used regularly, will keep the toilet clean.

To remove stains, mix borax and lemon juice to a paste. Wet the sides of the toilet bowl, rub on the paste, and let it stand for about two hours before scrubbing off.

Ammonia-Peroxide Toilet Bowl Cleaner
5 ml. household ammonia
250 ml. hydrogen peroxide
2 L. water

Mix ingredients in a bucket and pour mixture into toilet. Let stand for 30 minutes, then scrub toilet bowl with long-handled brush and flush. The cleaner can be left in the bowl for several hours if needed to remove hard stains.

Rug & Upholstery Cleaner
Greasy soil and odours can be removed from carpets by sprinkling them generously with a mixture of two parts cornmeal and one part borax. Leave for an hour, then vacuum thoroughly. For spills, sponge the rug promptly with a mixture of vinegar and water. Then sponge with clean water, and pat dry.

What's In Style: Dressing With Care

Fashion trends until now have not considered the environment. Being in style tomorrow will mean choosing clothes and personal care products that last and are environmentally friendly.

Here are some points to consider in choosing clothing and personal care products:

- **Usually clothing made of natural fibres** such as wool, cotton, linen and silk is preferable to synthetic fibres such as polyester, orlon and acrylics, made with non-renewable resources.
- **Avoid trendy fashions and fads.** Buy clothes of the best quality you can afford.
- **Follow care instructions provided on the clothing label** and keep your foot wear in good repair to get more wear out of the clothes you have.
- **Repair, remodel, and give away clothes** rather than throwing them out.
- **Check to see if your drycleaner practices responsible disposal of hazardous wastes.**
- **Look for alternatives to overpackaged, highly processed cosmetics.** One British-owned cosmetics franchise markets products in Saskatchewan that are based on natural ingredients. And, all its plastic bottles may be returned to the store for reuse.
- Buy soap in bars with as little packaging as possible rather than using liquid pump soap with its plastic, disposable container.

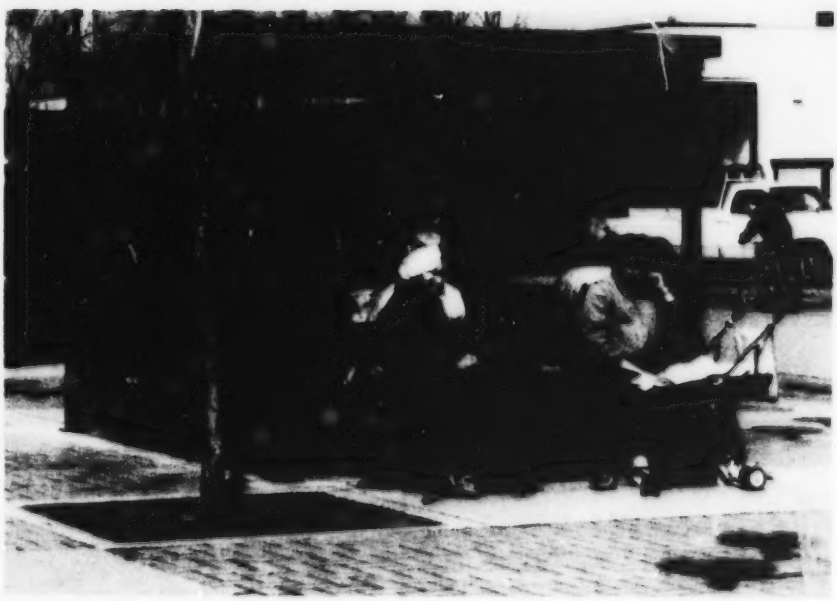
Manufacturers sometimes spend as much as ten times the actual cost of the product on promotion, which includes the packaging.

A two-car family, by selling one car and using a combination of walking, biking and public transit, can save up to $3,700 per year in gasoline, repairs and maintenance, insurance and depreciation costs.

Getting Around: Transportation and Conservation

To drive, walk or bike? That is the question. The days of the gasoline-powered internal combustion engine may be limited because of its contribution to global warming, acid rain, and lead emissions into the air. Now is the time to consider your needs and your options. Alternative ways of getting around such as electric cars and enhanced public transport may be around the corner.

- **Be an Environmentally Friendly Driver:** Drive smoothly. Fast acceleration and hard braking use about 15 per cent more gas than gradual acceleration and braking.
- **Evaluate your transportation needs.** Do you really need a car, or a second or third car? Consider the alternatives of a car-pool, bicycle, public transport and walking. If you do need a car, how often do you need to use it? For short trips (10 blocks or less) try walking.



- **Maintain a uniform speed on the highway.** You will use 25 to 30 per cent more gas if you drive at 110 instead of 100 kilometres per hour.
- **Turn off your engine rather than letting it idle** for more than one minute.
- Before buying a new or used vehicle **read up on its fuel efficiency and emissions control** and buy the car least harmful to the environment.
- **Keep your vehicle in good working order** for maximum fuel efficiency. A poorly tuned engine uses 10 to 15 per cent more fuel than it should.
- **Ensure your block heater is in good working order** so that less idling time is required to warm up your car's engine in cold weather.
- If you change your vehicle's oil yourself, **take it to a service station that accepts waste oil for recycling.**
- **Consider using a re-refined oil** to save on a non-renewable resource.
- **Check your vehicle regularly for oil leaks.**
- **Limit the use of your air conditioning.** It contains CFCs and burns extra fuel while in use.
- Place a notice on your bulletin board at work or in your staff newsletter to **form a carpool for your area.**
- Consider placing a notice at your children's gymnastics, hockey or music lessons for people in your area to **share driving.**
- **Combine errands, shopping trips and chauffeuring** to reduce driving.

Don't Take A Holiday From The Environment: Environmentally Friendly Recreation

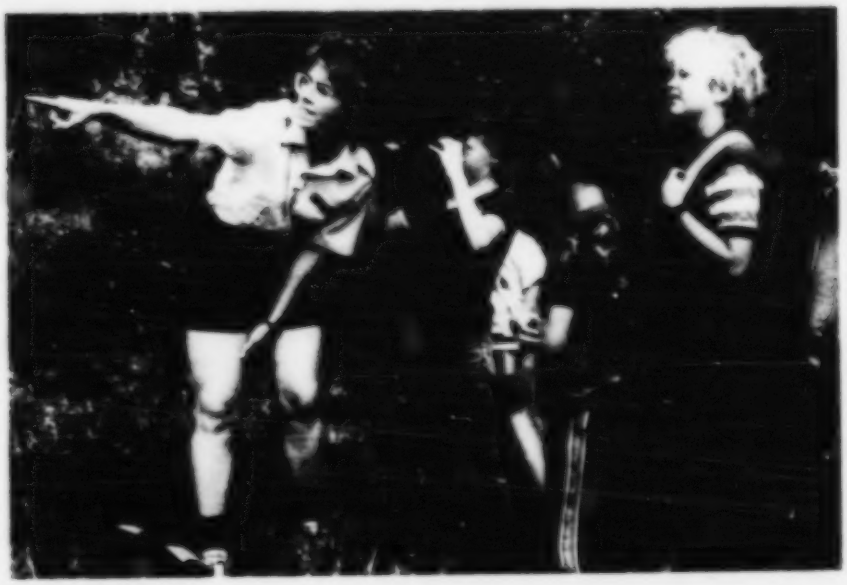
"I think that I shall never see
A billboard lovely as a tree.
Perhaps unless the billboards fall,
I'll never see a tree at all."
— Ogden Nash

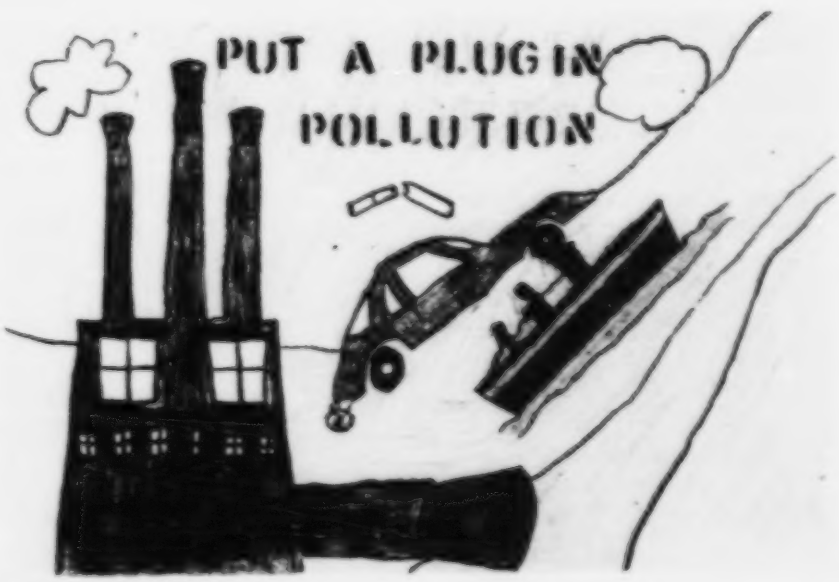
Jennifer Gerlinsky
St. George School
Wilkie

Recreation and leisure are important parts of a balanced lifestyle. They also provide a good opportunity to show environmental commitment. Enjoy the challenge of planning environmentally-friendly leisure activities and holidays. How can you use the least amount of energy and resources and still relax and have a good time?

- You don't have to travel far to have fun. **Try your local hotels and restaurants** when you feel like "getting away".
- **Explore the recreation areas, tourist sights and parks close to home.** Enjoy your back yard.
- **Don't pick wild flowers;** many will not grow back even after one picking because you are removing their means of reproduction.
- **Don't cut down trees** unnecessarily for firewood.
- While camping or at the cottage, **don't wash or shampoo in the lake. Pour your "shampooy" water onto gravel a little distance from the lake. Try to use biodegradable, phosphate-free soap for your personal use,** laundry and dishes.
- **Try sports that don't involve the use of gasoline:** wind surfing instead of water skiing; cross country skiing instead of snowmobiling; hiking instead of all-terrain vehicles.
- **Buy or rent a canoe, rowboat or sailboat** instead of a motorboat.
- **Try birdwatching and nature hikes.** Your interest in the environment will make you more protective of it.
- **Buy citronella candles instead of aerosol bug sprays** to keep biting bugs away. The citronella produces a lemony odour that bugs hate.

- **Plan an environmentally friendly birthday party** for your child. Instead of party favours, give out seed packets or tree seedlings you've started. Go for a picnic in the park; tell the kids to bring cameras and binoculars.
- **Choose gifts taking into account their environmental friendliness.** Remember to avoid gadgets and to buy durable, quality products that don't pollute.
- **Inform yourself about species that are on the endangered list.** You can get information from the Canadian Wildlife Service, Environment Canada.





Ryan Debusschere
Stoughton Central High
Stoughton

- Try to get your photos developed at a photo processing shop where chemicals are recycled and silver is reclaimed from film, photographic paper and waste water.
- **Join and support environmental and ecological groups.** Meet people with the same concerns as you. Enjoy environmentally friendly recreational activities as a group.

Make Your Voice Heard

If you are dissatisfied with the level of recycling or environmental awareness in your community, province, or country, write to your mayor, member of the legislature, environment minister, and member of parliament expressing your concerns. Write also when you are pleased about environmental initiatives in your area.

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Buyer, Beware The PseudoGreen

Green disposable diapers. Aerosol sprays minus ozone-destroying CFCs. Enviro-packaging. Biodegradable plastics. Environmentally friendly companies on the stock market.

These products and services appear to be just what the doctor ordered to cure our environmental headaches. But are the prescriptions real? Or, are they just sugar pills designed to make us believe we're doing our bit when really we're doing little.

Consumers are being presented with increasing numbers of products and services that claim to be environmentally better than their competitors. Just as with the "cure-all elixers" of the travelling medicine shows, some products **do what they claim** and **some are sheer quackery.** Some "green" products are simply trying to cash in on people's growing concern for the environment.

Take, for example, photodegradable plastics. These are plastics made with a sunlight-sensitive substance that allows them to break down to plastic dust with exposure to the sun. These plastics were praised as being the answer to our landfill woes. Recent consumer articles indicate, however, that these plastics will not degrade in landfills. They are always being covered over, thus preventing their exposure to the sun and keeping their lifespan equal to regular plastics — some 200 to 300 years.

Some critics say that "photodegradable" or "biodegradable" plastics could be harmful in another way to the environment. The reason is that people will be encouraged to continue buying and using disposable plastic packages and containers.

Aerosol cans are another example — hair mousse, shaving cream, cooking oil spray, lubricants, dusting sprays all come in aerosol cans. Now that all but pharmaceutical products are CFC-free, does this make them a good environmental choice? Consider the propellants now being used — propane and butane. Are these good things to release into the air?

What is truly green and what is not?

How can consumers make informed decisions when they are concerned about the impact of their shopping on the environment?

Here Are Some Ideas:

1. **Take a critical look** at all the products and services that are labelled "green" or "environmentally friendly" before you decide to buy. Examine not only the product but the packaging as well.
2. **Ask questions and find out the answers** by reading articles, by asking at the library or by contacting one of the resources listed on the inside of the back cover.
3. **Consider less harmful and less expensive alternatives:** gel to style your hair; shaving soap in bar form; bottled cooking oil brushed on to baking pans. For dusting furniture, soak lint-free rags in one-quarter cup mineral oil with a few drops of lemon juice mixed with two cups of hot water, then let dry and they're ready for dusting.

Sources:
Buyer, Beware the PseudoGreen

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Glossary Of Terms:

New Issues . . . New Language

Acid Rain starts with **sulphur dioxide** and nitrous oxides released into the atmosphere from industry and gasoline powered vehicles. These gases combine with water vapor to form acids which come down to earth as rain, snow, sleet, fog, dew or in dry areas as acid particles.

Aerosol Cans contain solids or liquids under pressure and use a gas (propellant) to release the contents in mist or spray form.

Affinity Cards are special credit cards used to direct a portion of payments and fees to a designated organization.

Alar is a trade name for a growth agent, a synthetic chemical, sprayed mostly on apples. It cannot be removed by washing or peeling. It has now been withdrawn from Canadian and U.S. markets.

Atmosphere is the body of gases (nitrogen, oxygen, carbon dioxide) and water vapour surrounding the earth.

Biodegradable means the substance can be broken down by organisms.

Biomass Fuels are alcohol based fuels derived from plants, and used in vehicles.

Carbon Dioxide is a colourless, odourless gas. The ever-growing amount of fossil fuels burned for heat or power increases global levels of carbon dioxide.

CFC's (Chlorofluorocarbons) are odourless, non-toxic, non-flammable, inert chemicals that are so stable they can remain in the **atmosphere** for years, slowly drifting up into the **stratosphere.** Ultraviolet radiation then slowly breaks CFC's down, releasing chlorine. The chlorine atoms destroy ozone molecules, thus reducing the concentration of ozone.

Compost decomposing organic matter such as leaves, grass clippings and kitchen waste which may become part of the soil.

Conservation is the act of protecting the environment from loss, damage or depletion.

Deforestation is the rapid destruction of forests.

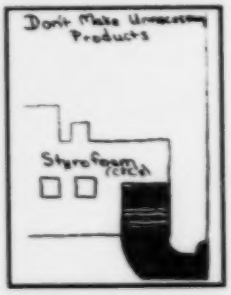
Dioxins The 75 member dioxin family contains some of the most toxic of the organic chemicals. Even small amounts can trigger a wide range of health problems.

Ecology is the science dealing with living organisms and their environment.

Ecosystem is a community of living organisms and their environment.

Endangered Species are animals and plants such as the swift fox or tall prairie grass which are on the verge of being wiped out (becoming extinct).

Acid Rain
Julian Simonot
St. Phillips School
Saskatoon



Carmelle Warren
St. George School
Wilkie

The Environment is where we all live (Brundtland, **Our Common Future**).

Environmentally Friendly refers to actions which help to preserve the environment.

Fossil Fuels are non-renewable resources such as coal, oil and gas that are burned for heat or power. This burning puts carbon dioxide into the atmosphere.

Gasoline is a blend of up to 400 **hydrocarbon** chemicals. Lead is frequently added to improve engine performance and durability of certain engine parts. Lead is highly toxic and difficult to break down in the environment.

"Greenhouse Effect" or Global Warming is a gradual increase of the average earth temperature and the resulting changes in the earth's climate and weather patterns.

Hazardous Waste refers to the toxic and harmful materials in garbage. Some examples are pesticides, medicines, paints, paint strippers, photo-developing chemicals, batteries, and used oil.

Herbicides are substances used to destroy plants, especially weeds. Biological herbicides are naturally-occurring weed enemies like fungi which are not likely to harm the environment.

Hydrocarbons are a group of organic compounds containing hydrogen and carbon. Some examples of harmful hydrocarbons are **dioxins** and **PCB's.**

Landfills are places where garbage is collected and buried.

Mulch or ground cover is placed around plants to prevent moisture loss and to control weeds. Some examples of mulch materials are grass clippings, leaves, sawdust, straw, hay, peat moss and paper products.

Organic Food is produced without the use of chemical fertilizers, pesticides, growth hormones or livestock food additives.

Organic Gardening means replacing the use of chemical pesticides, herbicides and fertilizers with composting, mulching, weeding and cultivating as well as biological means of pest control.

Ozone Holes refer to openings or breaks in the **ozone layer** where chlorine atoms have destroyed ozone molecules. One chlorine atom can destoy 100,000 ozone molecules before becoming inactive.

Ozone Layer refers to a fragile shield of ozone located between 20 and 50 km (12 and 31 miles) above the earth's surface in the **stratosphere.** This ozone layer screens out 99% of the deadly **ultraviolet radiation** from the sun.

PCB's (polychlorinated byphenyls) belong to a group of hydrocarbons that are harmful to both humans and the environment. Although PCB's have been banned for a number of years, their disposal continues to be a problem.

Pesticides are substances, usually chemicals, used to kill unwanted plants and animals.

Pesticide Residue refers to **pesticides** which remain in food, soil and water after applications. Many of the 5,000 different chemicals are toxins which penetrate fruits, vegetables, and can't be washed off. Young children are at high risk because of their low body weight and high consumption of fruits and vegetables.

Pollutants are any of the harmful chemicals and waste materials that affect the purity of the **environment** (water, soil, atmosphere).

Photodegradable Plastics have a light-sensitive additive to help break them down in the presence of sunlight.

Rain Forests or Tropical Forests contain some of the world's richest and most diverse plant and animal life. Tropical hardwoods, including teak, mahogany, ebony and rosewood come from rain forests in the Phillipines, Malaysia, Singapore, South America and West Africa.

Recyclable Materials refer to such products as paper, glass, plastic, used oil, food waste and metals which can be reprocessed instead of being disposed as waste.

Re-refined Oil refers to used motor oil which has been recycled (refined) to certain standards so it can be used again.

Stratosphere is that part of the atmosphere starting at about 11 km (7 miles) above the earth's surface. It has a more or less uniform temperature.

Sulphur Dioxide is a colourless, water-soluble gas formed when sulphur burns.

Sustainable Development is a way of ensuring that the needs of the present are met without spoiling the ability of the future generations to meet their needs. Development should not lessen, exhaust or destroy, our shared environment.

Toxic refers to substances which may cause injury or death if absorbed, ingested or inhaled.

Waste Incineration is the burning of both household and industrial garbage. Most of the waste (around 70%) goes out into the atmosphere in the form of **carbon dioxide**, toxic organic chemicals such as **dioxins** and **PCB's**, heavy metals such as mercury and cadmium, and acid gases. Less than 8% of Canada's garbage is burned in municipal incinerators.

Ultra Violet Radiation (UV-C type) is normally found in sunlight. Ultraviolet-C (short-wave length), the most dangerous to life on earth, is **completely** blocked by the ozone layer. The medium wave length, Ultraviolet-B is linked to skin cancer and eye damage. The ozone layer screens out a great deal of UV-B also; however, any decrease in ozone increases the intensity of UV-B radiation at the earth's surface. Extensive exposure to UV-B has been linked to eye damage and all forms of skin cancer. The Ultraviolet A (longer wave length) is the least harmful.

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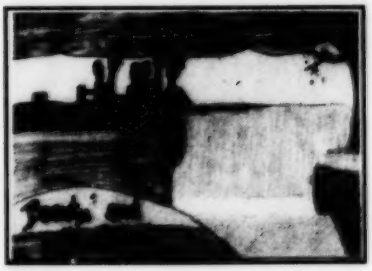

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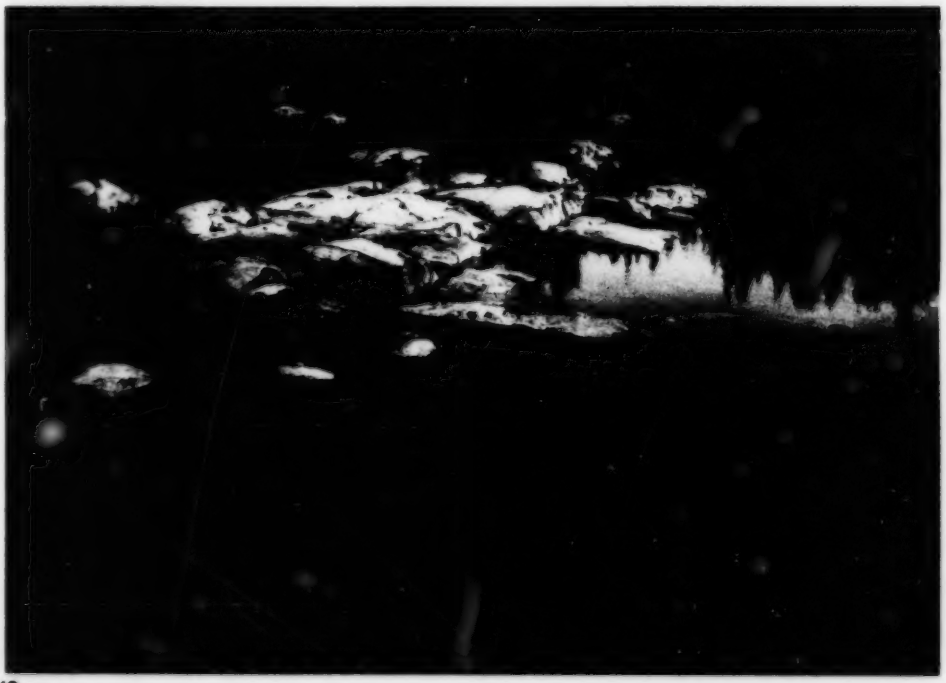

For More Information

If you would like further information about being an environmentally conscious consumer or about other things that you can do to be environmentally friendly, some of the agencies you can contact are:

Saskatchewan Consumer and Commercial Affairs
1871 Smith Street
Regina, Saskatchewan S4P 3V7
Telephone: 787-5550

Saskatchewan Environment and Public Safety
3085 Albert Street
Regina, Saskatchewan S4S 0B1
Telephone: 787-6113

Saskatchewan Environmental Society
Box 1372
Saskatoon, Saskatchewan S7K 3N9
Telephone: 665-1915

Energy Probe
225 Brunswick Avenue
Toronto, Ontario M5S 2M6
Telephone: (416) 978-7014

Environment Canada
Place Vincent Massey
351 St. Joseph's Boulevard
Hull, Quebec K1A 0H3

In Saskatchewan —
1901 Victoria Ave.
Regina, Saskatchewan S4P 0R5
Telephone: 780-6464

Friends of the Earth
#701-251 Laurier Avenue West
Ottawa, Ontario K1P 5J6
Telephone: (613) 230-3352

Greenpeace Canada
578 Bloor Street W.
Toronto, Ontario M6G 1K1
Telephone: (416) 538-6470

Pollution Probe
12 Madison Avenue
Toronto, Ontario M5R 2S1
Telephone: (416) 926-1907

World Wildlife Fund (Canada)
60 St. Clair Avenue East, Suite 201
Toronto, Ontario M5T 1N5
Telephone: (416) 923-8173

The Four R's of Conservation

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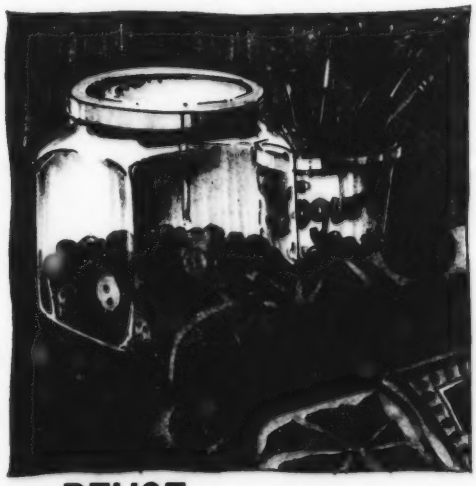
REDUCE



REUSE

RECOVER

Saskatchewan Consumer and Commercial Affairs

Hon. Jack Klein
Minister

Saskatchewan Environment and Public Safety

Hon. Grant Hodgins
Minister